1	FEDERAL ELECTION COMMISSION			
2	FIRST GENERAL COUNSEL'S REPORT			
4		MIID 7127		
5 6		MUR 7136 DATE COMPLAINT FILED: Sept. 19, 2016		
7	·	DATE OF NOTIFICATIONS: Sept. 19, 2016		
8		RESPONSE RECEIVED: Nov. 15, 2016		
9		DATE ACTIVATED: Jan. 31, 2017		
10		·		
11		EXPIRATION OF SOL: May 24 to July 19, 2021		
12		ELECTION CYCLE: 2016		
13 14 15	COMPLAINANT:	Foundation for Accountability and Civic Trust		
16	RESPONDENTS:	Ted Strickland		
17		Strickland for Senate and Michael J. Johrendt		
18		in his official capacity as treasurer		
19		Senate Majority PAC and Rebecca Lambe in		
20		her official capacity as treasurer		
21				
22	RELEVANT STATUTES AND REGULATIONS:	52 U.S.C. § 30116(a), (f)		
23 24	AND REGULATIONS:	52 U.S.C. § 30118(a) 11 C.F.R. § 109.21		
2 7 25		11 C.F.R. § 109.21		
26	•	11 012 12. 3 107.23		
27 28	INTERNAL REPORTS CHECKED:	Disclosure Reports		
29	AGENCIES CHECKED:	None		
30 31	I. INTRODUCTION			
32	Complainant alleges that the principal campaign committee of U.S. Senate candidate Ted			
33	Strickland, Strickland for Senate and Michael J. Johrendt in his official capacity as treasurer			
34	("Committee"), coordinated advertisements with Senate Majority PAC, an independent-			
35	expenditure-only political committee ("IEOPC"), resulting in excessive and prohibited in-kind			
36	contributions. We recommend that the Commission find no reason to believe that the			
37	Respondents violated 52 U.S.C. §§ 30116(a), 30116(f) or 30118(a), and close the file.			

1 II. FACTUAL BACKGROUND

2	Complainant alleges that the Committee coordinated advertisements with Senate	
3	Majority PAC by placing information on the "Ohio Needs to Know" page of its publicly	
4	available campaign website for the purpose of directing Senate Majority PAC to purchase	
5	advertisements in specific markets and with specific messages.	
6	On June 28, 2016, the Committee posted to its website the following message: "Once	
7	Ohioans understand the contrast between Portman and Strickland on retirement security, Ohioans	
8	across the state need to know about the contrast between Portman and Strickland on tax policy."	
9	On July 7, 2016, just more than a week later, Senate Majority PAC disseminated an ad	
10	transcribed as follows:	

Here we are on Wall Street and somebody up there is probably writing Rob Portman a check. Wall Street's given Portman millions in campaign contributions and pushed a plan to privatize social security and risk your retirement in the stock market. Wall Street gets hundreds of billions in fees even if the market crashes. Maybe Rob Portman should be running as senator of Wall Street, not Ohio.²

17 not Ohio.²

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On July 12, 2016, the Committee updated the website again, stating this time that "Ohioans across the state will always need to know about the contrast between Ted Strickland and Senator Portman on trade policy. Portman is the best senator China's ever had – he voted

Compl. at 3, Ex. B; see also Strickland for Senate, Ohio Needs to Know Page, WAYBACK MACHINE (June 29, 2016), https://web.archive.org/web/20160629150021/www.tedstrickland.com/ohio-needs-to-know.

Compl. at 3; see also Senate Majority PAC, Street, YOUTUBE (published July 7, 2016), https://www.youtube.com/watch?v=YMssaB3C2es. Senate Majority PAC disclosed a media buy opposing Portman on July 7, 2016 for \$1,789,477. See Senate Majority PAC 24/48 Hour Report of Independent Expenditures (July 8, 2016). According to the Complaint, the ad aired on television. Compl. Ex. A (Maggie Stevens, Democratic Candidates Writing Instructions to Super PACs on Their Websites, POLITICO (July 15, 2016)); see also Strickland for Senate Resp. at 2. According to a press account, Senate Majority PAC was set to run the ad in Cleveland, Cincinnati, Dayton, Columbus, Toledo and Youngstown. See Associated Press, Senate Majority PAC Spending \$2.5M in Ohio Against Portman, NEWS-HERALD (July 7, 2016), http://www.news-herald.com/article/HR/20160707/NEWS/160709653.

- 1 for job killing trade deals like NAFTA, permanent most favored trading status for China and
- 2 unfair trade deals that cost Ohio over 300,000 jobs."³
- On July 19, 2016, one week later, Senate Majority PAC disseminated an ad transcribed as
- 4 follows:

This is the Chinese embassy in Washington. Wonder what they're up to in there. Probably giving Rob Portman an award for being China's best senator. After all, Portman voted for eight different trade deals. Portman even led the fight to give the Chinese permanent special trading status. Sure hope Rob Portman is not in there negotiating another trade deal. Hard to believe this guy is running for reelection in Ohio.⁴

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Complainant argues that the specificity of the Committee's website regarding the message and the desired media markets coupled with the timing of when Senate Majority PAC ran ads with similar messages indicates that the Committee used the website to coordinate the ads with Senate Majority PAC. Therefore, Senate Majority PAC allegedly made, and the Committee accepted, prohibited and excessive contributions.⁵

In its response, the Committee argues that the information posted on the Committee's publicly available website cannot satisfy the coordinated communications test as a matter of law and, therefore, the Commission should find no reason to believe that a violation occurred.⁶

Compl. at 4, Ex. C; see also Strickland for Senate, Ohio Needs to Know Page, WAYBACK MACHINE (Aug. 7, 2016), https://web.archive.org/web/20160807192002/www.tedstrickland.com/ohio-needs-to-know.

Compl. at 4; see also Senate Majority PAC, Embassy, (published July 19, 2016), https://www.youtube.com/watch?v=tOSw6AuZtWQ. Senate Majority PAC disclosed a media buy opposing Portman on July 19, 2016 for \$1,905,458. See Senate Majority PAC 24/48 Hour Report of Independent Expenditures (July 21, 2016). According to a press account, Senate Majority PAC aired this ad on television on both cable and broadcast statewide. See Lisa Hagen, Super-PAC Targets Portman on Trade, THE HILL (July 19, 2016), http://thehill.com/homenews/senate/288275-super-pac-targets-portman-on-trade.

⁵ Compl. at 5-7.

Strickland for Senate Resp. at 5-6. Neither Ted Strickland nor Senate Majority PAC submitted a response.

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III. LEGAL ANALYSIS

The Act provides that an expenditure made by any person "in cooperation, consultation, or concert, with, or at the request or suggestion of, a candidate, his authorized political committees, or their agents" constitutes an in-kind contribution. TEOPCs are prohibited from

making contributions to candidates and their authorized committees.8 Further, it is unlawful for

candidates and political committees to knowingly accept a prohibited or excessive contribution.9

The Commission's regulations provide a three-part test for determining when a communication is a coordinated expenditure, which is treated as an in-kind contribution. ¹⁰ The communication must: (1) be paid for by a third party; (2) satisfy one of the "content" standards listed in 11 C.F.R. § 109.21(c); and (3) satisfy one of the "conduct" standards listed in 11 C.F.R. § 109.21(d). ¹¹ Respondents do not challenge that the first two elements are satisfied.

As to the third element, Complainant argues that the ads satisfy the "request or suggestion" conduct standard, which requires that the communication be "created, produced, or distributed at the request or suggestion of a candidate [or] authorized committee." The Commission has explained that the "request or suggestion" standard refers to requests or

⁷ 52 U.S.C. § 30116(a)(7)(B)(i); see also 11 C.F.R. § 109.20 (definition of "coordinated"), 52 U.S.C. § 30104(b) (requiring political committees to disclose to the Commission contributions received from other political committees and persons).

See 52 U.S.C. §§ 30116(a), 30118(a); Advisory Op. 2010-11 (Commonsense Ten) at 2-3.

⁹ See 52 U.S.C. §§ 30116(f), 30118(a).

¹⁰ 11 C.F.R. § 109.21(a)-(b).

¹¹ Id. § 109.21(a).

¹² Id. § 109.21(d)(1); see also Compl. at 6.

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suggestions "made to a select audience, but not those offered to the public generally." In

- 2 describing the distinction between generalized and targeted requests, the Commission observed
- 3 that "a request that is posted on a web page that is available to the general public is a request to
- 4 the general public and does not trigger the [request or suggestion] conduct standard," whereas a
- 5 request sent through an intranet service or by email to a discrete group of recipients would satisfy
- 6 the standard. 14

In MUR 7124 (McGinty for Senate), the Commission found that the use of publicly available information, including the use of information contained on a candidate's website, was not sufficient to satisfy the "request or suggestion" conduct standard. In that case, the Complaint alleged that McGinty's principal campaign committee coordinated with IEOPCs by posting on its website information it wanted incorporated in ads in certain markets with the code words "voters need to know." The IEOPCs in that matter allegedly responded to the posts with ads in the desired markets. The Commission found no reason to believe that a violation had occurred because the "cited similarities between the [website] and the commercials, and the

Coordinated and Independent Expenditures, 68 Fed. Reg. 421, 432 (Jan. 3, 2003) (explanation and justification) ("2003 E&J"). The Complaint argues that in 2006 the Commission added a safe harbor to each conduct standard under the regulations for publicly available information except the request or suggestion conduct standard, which purportedly evidences the Commission's intent to exclude the request or suggestion conduct standard from the safe harbor. See Coordinated Communications, 71 Fed. Reg. 33190, 33204-05 (June 8, 2006) ("2006 E&J"). The 2006 E&J, however, explicitly notes that the publicly available information safe harbor was not added to the "request or suggestion" conduct standard to avoid circumvention of the coordination rules when a payor uses publicly available information in conjunction with a candidate's privately conveyed request or suggestion. Id. There is no allegation here that the Committee made any private request or suggestion to Senate Majority PAC.

¹⁴ See 2003 E&J at 432.

Factual & Legal Analysis ("F&LA") at 10, MUR 7124 (McGinty for Senate); see also F&LA at 7-8, MUR 6821 (Shaheen for Senate).

F&LA at 3, MUR 7124 (McGinty for Senate). Complainant relied on the same Politico article in both complaints. See id. Compl. Ex. A; Compl. Ex. A, MUR 7136 (Strickland for Senate).

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- timing and geographic placement of the commercials, are insufficient to show that any additional
 private communications occurred."¹⁷
- 3 Similar to MUR 7124, here the alleged request for advertising made by the Committee
- 4 was communicated only by information appearing on the candidate's publicly available
- 5 campaign website. The Complaint does not allege any private communication between the
- 6 Committee and Senate Majority PAC. The similarities between the website information and
- 7 the timing and placement of the ads disseminated by Senate Majority PAC, just as in MUR 7124,
- 8 are insufficient standing alone to show that any additional private communications occurred.
- 9 Therefore, the communication at issue does not appear to satisfy the conduct standard. 19
- Because the available record does not provide information sufficient to show that the
- 11 Committee may have coordinated with Senate Majority PAC, we recommend that the
- 12 Commission find no reason to believe that Respondents violated 52 U.S.C. §§ 30116(a),
- 13 30116(f) or 30118(a), and close the file.²⁰

IV. RECOMMENDATIONS

1. Find no reason to believe that Ted Strickland violated 52 U.S.C. §§ 30116(f) or 30118(a);

¹⁷ F&LA at 10, MUR 7124 (McGinty for Senate); *id.*, Certification (Apr. 28, 2017).

See F&LA at 10-11, MUR 7124 (McGinty for Senate). Though not alleged, we also note that the ad does not appear to constitute a republication of campaign materials because the ads are merely thematically similar to the website and not a direct copy of any campaign materials of which we are aware. See 11 C.F.R. § 109.23; see also F&LA at 7, MUR 6821 (Shaheen for Senate).

Page 7 of 7 2. Find no reason to believe that Strickland for Senate and Michael J. Johrendt in his official capacity as treasurer violated 52 U.S.C. §§ 30116(f) or 30118(a); 3. Find no reason to believe that Senate Majority PAC and Rebecca Lambe in her official capacity as treasurer violated 52 U.S.C. §§ 30116(a) or 30118(a); 4. Approve the attached Factual and Legal Analysis; 5. Approve the appropriate letters; and 6. Close the file. Lisa J. Stevenson Acting General Counsel 10/24/17 Kathleen M. Guith **DATE** Associate General Counsel for Enforcement Mark Allen Mark Allen **Assistant General Counsel**

Nicholas I. Bamman

Attorney

1	FEDERAL ELECTION COMMISSION				
2 3	FACTUAL AND LEGAL ANALYSIS				
4 5 6 7 8 9	RESPONDENTS:	Ted Strickland Strickland for Senate and Michael J. Johrendt in his official capacity as treasurer Senate Majority PAC and Rebecca Lambe in her official capacity as treasurer	MUR: 7136		
10 11	I. INTRODUCT	ION			
12	Complainant	alleges that the principal campaign committee of U	J.S. Senate candidate Ted		
13	Strickland, Strickland for Senate and Michael J. Johrendt in his official capacity as treasurer				
14	("Committee"), coordinated advertisements with Senate Majority PAC, an independent-				
15	expenditure-only pol	itical committee ("IEOPC"), resulting in excessive	and prohibited in-kind		
16	contributions. For the reasons below, the Commission finds no reason to believe that the				
17	Respondents violated 52 U.S.C. §§ 30116(a), 30116(f) or 30118(a), and closes the file.				
18	II. FACTUAL BACKGROUND				
19	Complainant	alleges that the Committee coordinated advertisem	ents with Senate		
20	Majority PAC by placing information on the "Ohio Needs to Know" page of its publicly				
21	available campaign website for the purpose of directing Senate Majority PAC to purchase				
22	advertisements in specific markets and with specific messages.				
23	On June 28,	2016, the Committee posted to its website the f	ollowing message: "Once		
24	Ohioans understand the contrast between Portman and Strickland on retirement security, Ohioan				
25	across the state need to know about the contrast between Portman and Strickland on tax policy."				

Compl. at 3, Ex. B; see also Strickland for Senate, Ohio Needs to Know Page, WAYBACK MACHINE (June 29, 2016), https://web.archive.org/web/20160629150021/www.tedstrickland.com/ohio-needs-to-know.

transcribed as follows:

Here we are on Wall Street and somebody up there is probably writing Rob Portman a check. Wall Street's given Portman millions in campaign contributions and pushed a plan to privatize social security and risk your retirement in the stock market. Wall Street gets hundreds of billions in fees even if the market crashes. Maybe

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On July 12, 2016, the Committee updated the website again, stating this time that "Ohioans across the state will always need to know about the contrast between Ted Strickland and Senator Portman on trade policy. Portman is the best senator China's ever had – he voted for job killing trade deals like NAFTA, permanent most favored trading status for China and unfair trade deals that cost Ohio over 300,000 jobs."

Rob Portman should be running as senator of Wall Street, not Ohio.²

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Compl. at 3; see also Senate Majority PAC, Street, YOUTUBE (published July 7, 2016), https://www.youtube.com/watch?v=YMssaB3C2es. Senate Majority PAC disclosed a media buy opposing Portman on July 7, 2016 for \$1,789,477. See Senate Majority PAC 24/48 Hour Report of Independent Expenditures (July 8, 2016). According to the Complaint, the ad aired on television. Compl. Ex. A (Maggie Stevens, Democratic Candidates Writing Instructions to Super PACs on Their Websites, POLITICO (July 15, 2016)); see also Strickland for Senate Resp. at 2.

Compl. at 4, Ex. C; see also Strickland for Senate, Ohio Needs to Know Page, WAYBACK MACHINE (Aug. 7, 2016), https://web.archive.org/web/20160807192002/www.tedstrickland.com/ohio-needs-to-know.

Compl. at 4; see also Senate Majority PAC, Embassy, (published July 19, 2016), https://www.youtube.com/watch?v=tOSw6AuZtWQ. Senate Majority PAC disclosed a media buy opposing Portman on July 19, 2016 for \$1,905,458. See Senate Majority PAC 24/48 Hour Report of Independent Expenditures (July 21, 2016).

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Complainant argues that the specificity of the Committee's website regarding the message and the desired media markets coupled with the timing of when Senate Majority PAC ran ads with similar messages indicates that the Committee used the website to coordinate the ads with Senate Majority PAC. Therefore, Senate Majority PAC allegedly made, and the Committee accepted, prohibited and excessive contributions.⁵

In its response, the Committee argues that the information posted on the Committee's publicly available website cannot satisfy the coordinated communications test as a matter of law and, therefore, the Commission should find no reason to believe that a violation occurred.⁶

III. LEGAL ANALYSIS

The Act provides that an expenditure made by any person "in cooperation, consultation, or concert, with, or at the request or suggestion of, a candidate, his authorized political committees, or their agents" constitutes an in-kind contribution. TEOPCs are prohibited from making contributions to candidates and their authorized committees. Further, it is unlawful for candidates and political committees to knowingly accept a prohibited or excessive contribution.

The Commission's regulations provide a three-part test for determining when a communication is a coordinated expenditure, which is treated as an in-kind contribution. ¹⁰ The

⁵ Compl. at 5-7.

Strickland for Senate Resp. at 5-6. Neither Ted Strickland nor Senate Majority PAC submitted a response.

⁷ 52 U.S.C. § 30116(a)(7)(B)(i); see also 11 C.F.R. § 109.20 (definition of "coordinated"), 52 U.S.C. § 30104(b) (requiring political committees to disclose to the Commission contributions received from other political committees and persons).

See 52 U.S.C. §§ 30116(a), 30118(a); Advisory Op. 2010-11 (Commonsense Ten) at 2-3.

⁹ See 52 U.S.C. §§ 30116(f), 30118(a).

¹¹ C.F.R. § 109.21(a)-(b).

- 1 communication must: (1) be paid for by a third party; (2) satisfy one of the "content" standards
- 2 listed in 11 C.F.R. § 109.21(c); and (3) satisfy one of the "conduct" standards listed in 11 C.F.R.
- 3 § 109.21(d). 11 Respondents do not challenge that the first two elements are satisfied.
- As to the third element, Complainant argues that the ads satisfy the "request or
- 5 suggestion" conduct standard, which requires that the communication be "created, produced, or
- 6 distributed at the request or suggestion of a candidate [or] authorized committee." 12 The
- 7 Commission has explained that the "request or suggestion" standard refers to requests or
- 8 suggestions "made to a select audience, but not those offered to the public generally." In
- 9 describing the distinction between generalized and targeted requests, the Commission observed
- that "a request that is posted on a web page that is available to the general public is a request to
- the general public and does not trigger the [request or suggestion] conduct standard," whereas a
- 12 request sent through an intranet service or by email to a discrete group of recipients would satisfy
- 13 the standard. 14
- In MUR 7124 (McGinty for Senate), the Commission found that the use of publicly
- available information, including the use of information contained on a candidate's website, was

¹d. § 109.21(a).

¹² Id. § 109.21(d)(1); see also Compl. at 6.

Coordinated and Independent Expenditures, 68 Fed. Reg. 421, 432 (Jan. 3, 2003) (explanation and justification) ("2003 E&J"). The Complaint argues that in 2006 the Commission added a safe harbor to each conduct standard under the regulations for publicly available information except the request or suggestion conduct standard, which purportedly evidences the Commission's intent to exclude the request or suggestion conduct standard from the safe harbor. See Coordinated Communications, 71 Fed. Reg. 33190, 33204-05 (June 8, 2006) ("2006 E&J"). The 2006 E&J, however, explicitly notes that the publicly available information safe harbor was not added to the "request or suggestion" conduct standard to avoid circumvention of the coordination rules when a payor uses publicly available information in conjunction with a candidate's privately conveyed request or suggestion. Id. There is no allegation here that the Committee made any private request or suggestion to Senate Majority PAC.

See 2003 E&J at 432.

- 1 not sufficient to satisfy the "request or suggestion" conduct standard. 15 In that case, the
- 2 Complaint alleged that McGinty's principal campaign committee coordinated with IEOPCs by
- 3 posting on its website information it wanted incorporated in ads in certain markets with the code
- 4 words "voters need to know." ¹⁶ The IEOPCs in that matter allegedly responded to the posts with
- 5 ads in the desired markets. The Commission found no reason to believe that a violation had
- 6 occurred because the conduct standard of the coordinated communications test had not been
- 7 satisfied: Posting material to the campaign's publicly available website did not satisfy the
- 8 request or suggestion standard. ¹⁷ Similar to MUR 7124, here, the alleged request for advertising
- 9 made by the Committee was communicated only by information appearing on the candidate's
- 10 publicly available campaign website. 18 Therefore, the communication at issue does not satisfy
- 11 the conduct standard. 19
 - Because the available record does not provide information sufficient to show that the
- 13 Committee may have coordinated with Senate Majority PAC, the Commission finds no reason to

Factual & Legal Analysis ("F&LA") at 10, MUR 7124 (McGinty for Senate); see also F&LA at 7-8, MUR 6821 (Shaheen for Senate).

F&LA at 3, MUR 7124 (McGinty for Senate). Complainant relied on the same Politico article in both complaints. See id. Compl. Ex. A; Compl. Ex. A, MUR 7136 (Strickland for Senate).

F&LA at 9-10, MUR 7124 (McGinty for Senate); id., Certification (Apr. 28, 2017). One of the super PAC's ads in MUR 7124 (McGinty for Senate) ran before the candidate's website posted the alleged "request" for the ad. Thus, the complaint in MUR 7124 "suggests that the [candidate's] Committee may have informed [the super PAC] of the [request] in private" prior to posting the request on the candidate's website, F&LA at 7, MUR 7124 (McGinty for Senate), or may have retroactively approved the super PAC's ad. See Complaint at 7, MUR 7124 (McGinty for Senate). In response, the Commission found that that the "cited similarities between the [website] and the commercials, and the timing and geographic placement of the commercials, are insufficient to show that any additional private communications occurred." Id. at 10. Here, the Complaint does not allege that the super PAC aired ads before the Committee's alleged "request" was made.

F&LA at 10, MUR 7124 (McGinty for Senate).

See F&LA at 10-11, MUR 7124 (McGinty for Senate). Though not alleged, we also note that the ad does not appear to constitute a republication of campaign materials because the ads are merely thematically similar to the website and not a direct copy of any campaign materials of which we are aware. See 11 C.F.R. § 109.23; see also F&LA at 7, MUR 6821 (Shaheen for Senate).

MUR 7136 (Strickland for Senate, et al.) Factual and Legal Analysis Page 6 of 6

- believe that Respondents violated 52 U.S.C. §§ 30116(a), 30116(f) or 30118(a), and closes the
- 2 file.